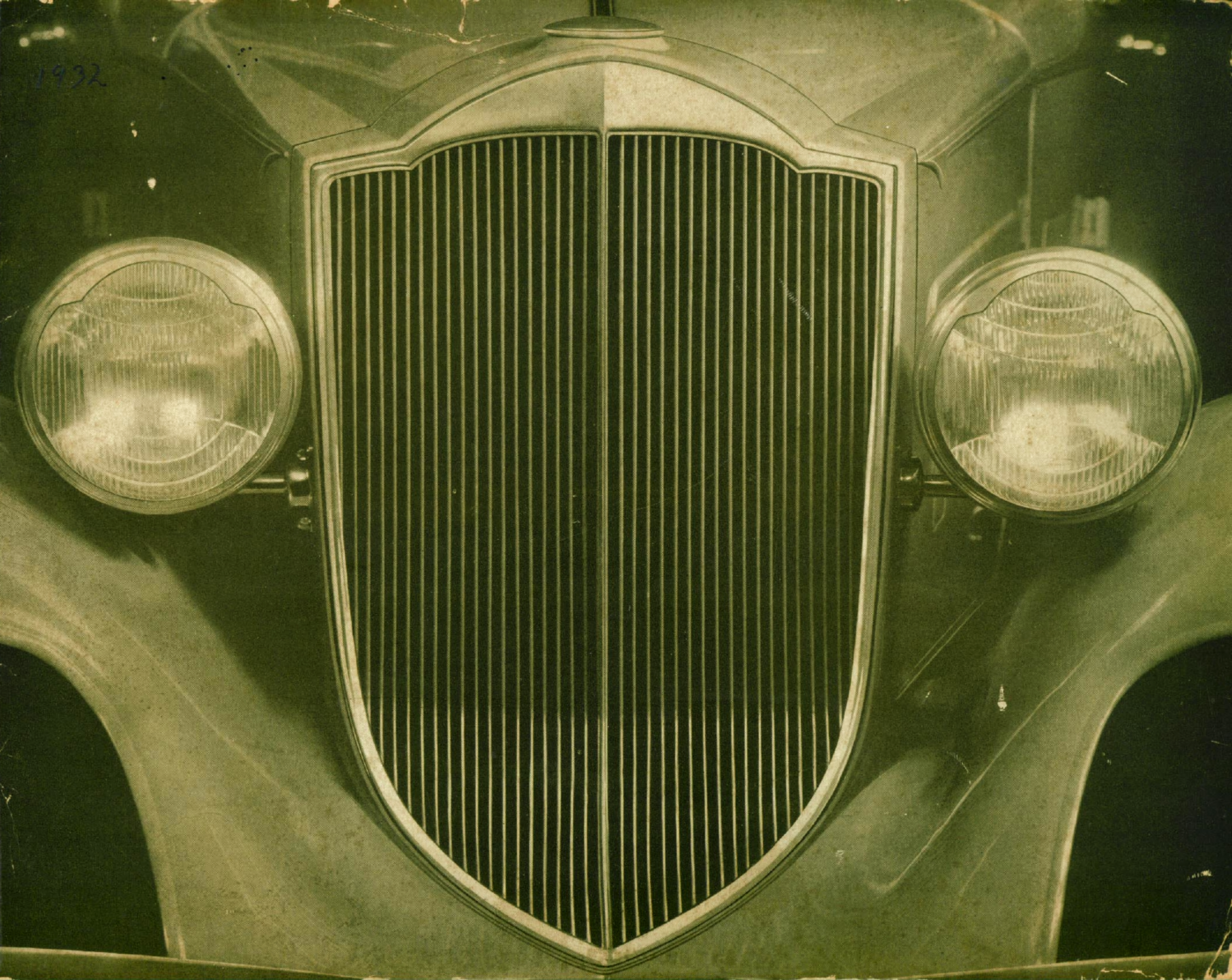
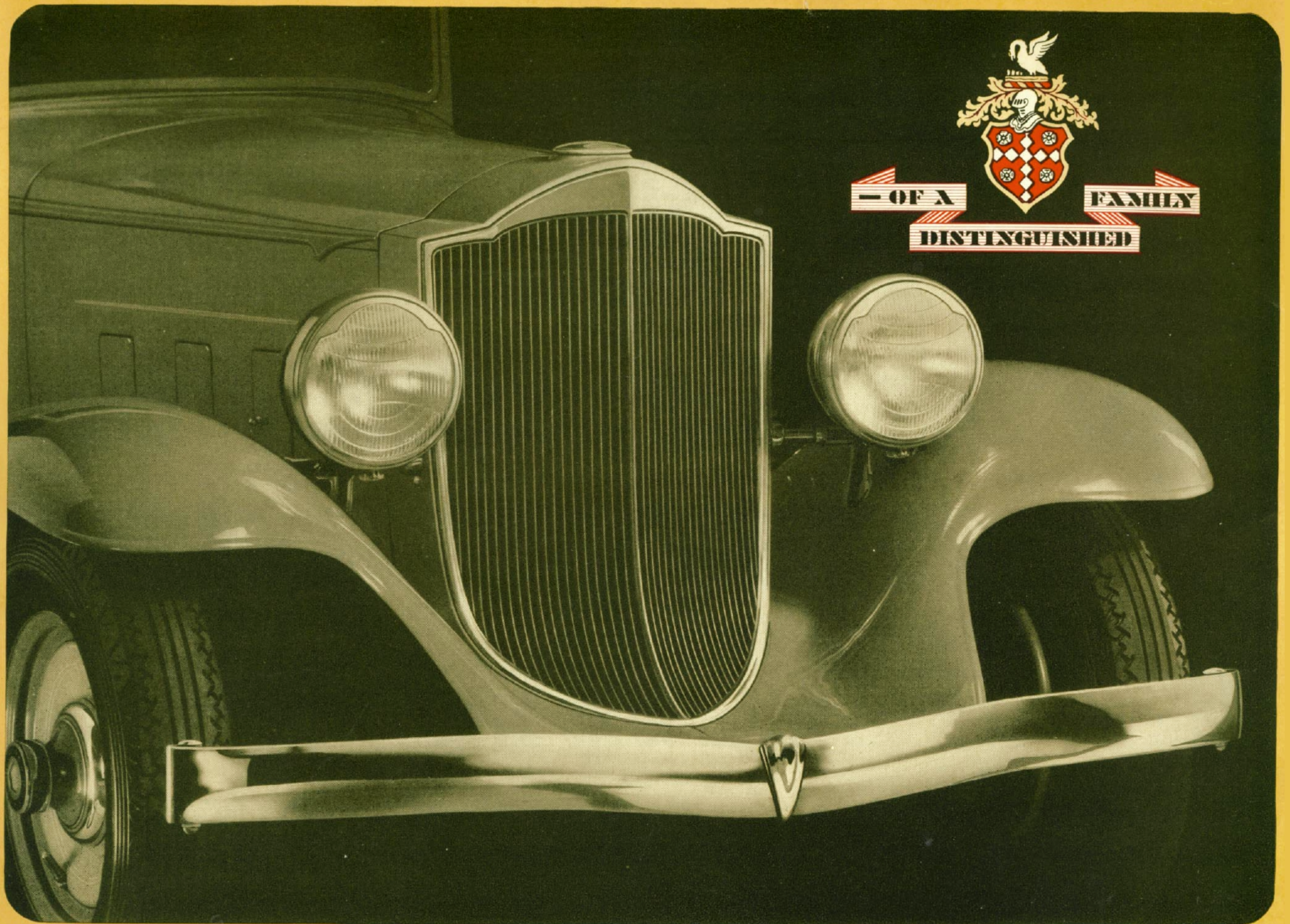


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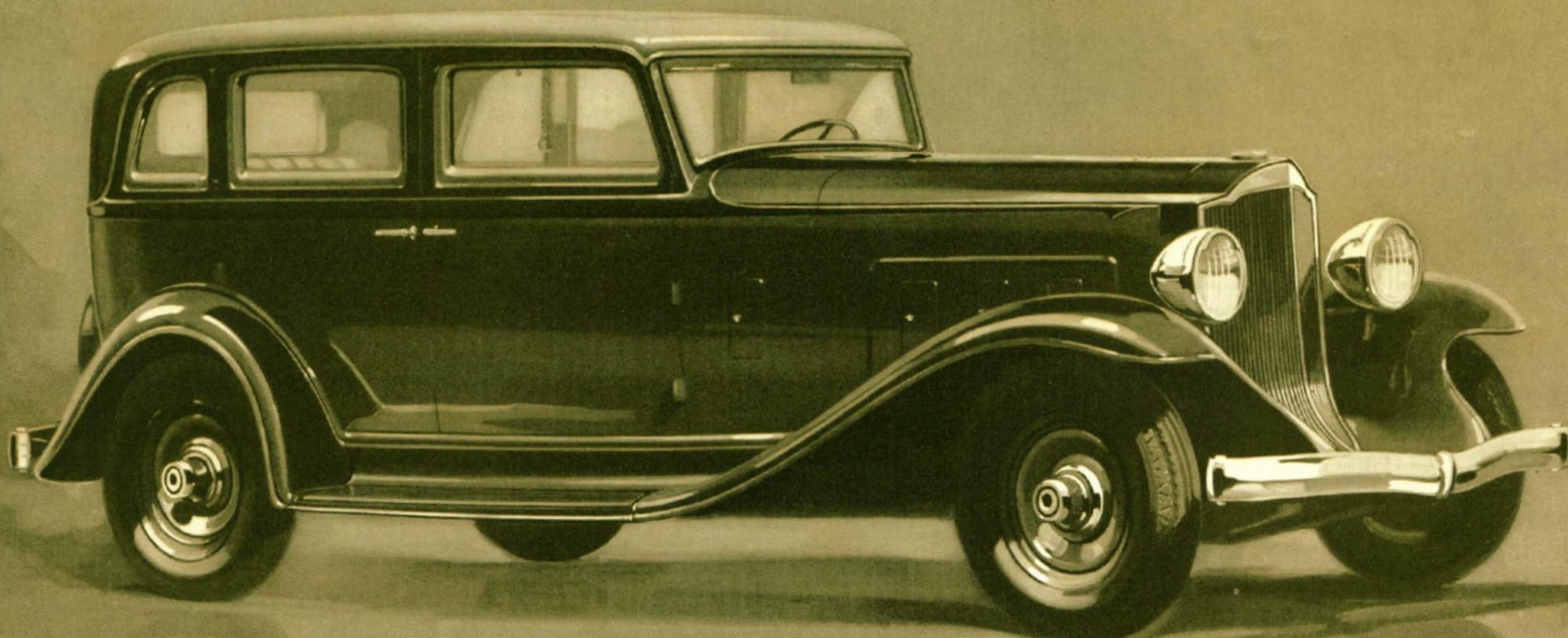


THE PACKARD **LIGHT EIGHT**

Introducing The Packard Light Eight

IN presenting its Light Eight, Packard now adds a new fine car at a new low price to the distinguished line of famous Packard Eights. Lighter in weight through engineering and manufacturing advances, this car is nevertheless ample in power, roomy in size, modern in beauty, replete with every device for comfort or convenience, and, literally, Packard in "body and soul". Designed and built in a Packard manner, to be sold and serviced in a Packard way, it proudly bears the Packard name and, after careful test, has shown itself worthy of the Packard reputation which, never won, is constantly being earned through motoring advances similar to this new fine car. It answers the eternal desire for Packard quality, as pronounced today as ever before but repressed for two long years. Its new low price overcomes the greatest single obstacle which has kept thousands from the *new* ownership of a fine car, including many among the quarter million of present Packard drivers. Now,

for the first time in a thirty-two-year history of quality car manufacture, economic conditions enable us to design and build a Packard at such a low price. These facts, plus the expectation of a most substantial demand, have made possible this fine car with so many fine features. It even includes shatterproof glass; original Ride Control which allows the shock absorbers to be set from the dash for road, load, or temperature conditions; a synchro-mesh transmission, quiet in each of its three forward speeds; complete bumper equipment; and six-ply tires—all at no extra charge, an unusual offering in a car of this price class. Naturally, only a marked public response can continue so featureful a Packard car at so low a price. All this merits your prompt and careful inspection of the new Light Eight—on showroom floor first, if you please, and then, the actual fulfillment at the wheel itself of a conservative promise of a wholly new motoring experience. When may we demonstrate it?

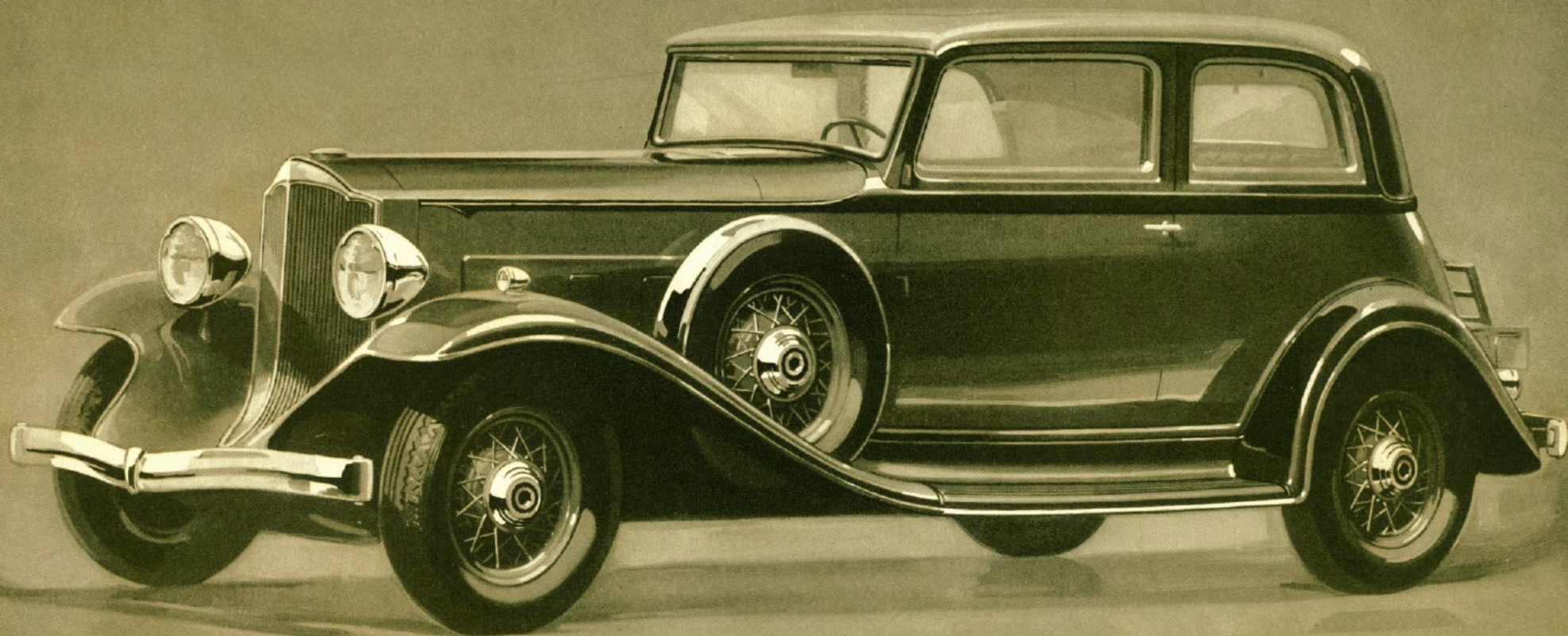


Please consult
Specifications
for details of
equipment, etc.



STYLE

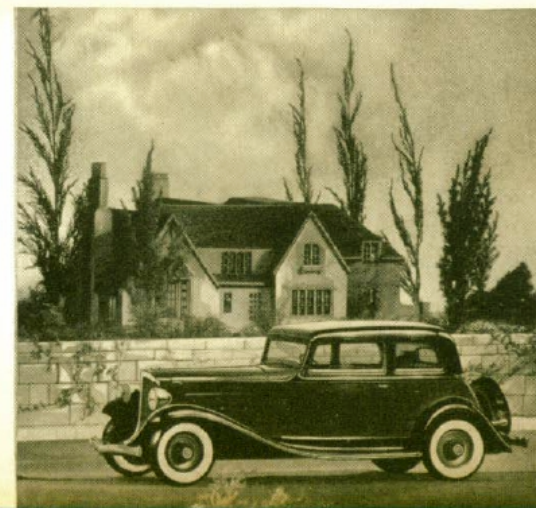
The SEDAN for five passengers



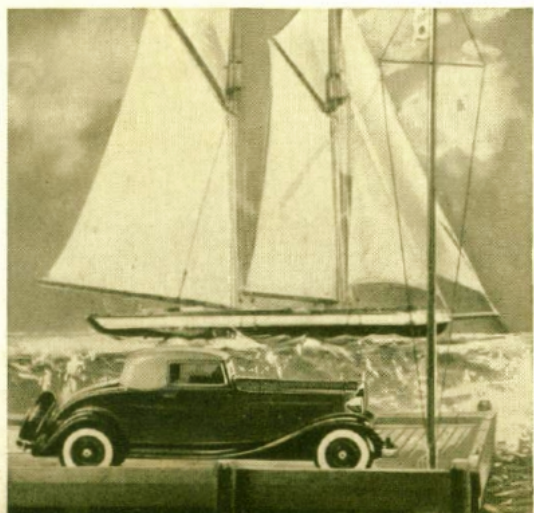
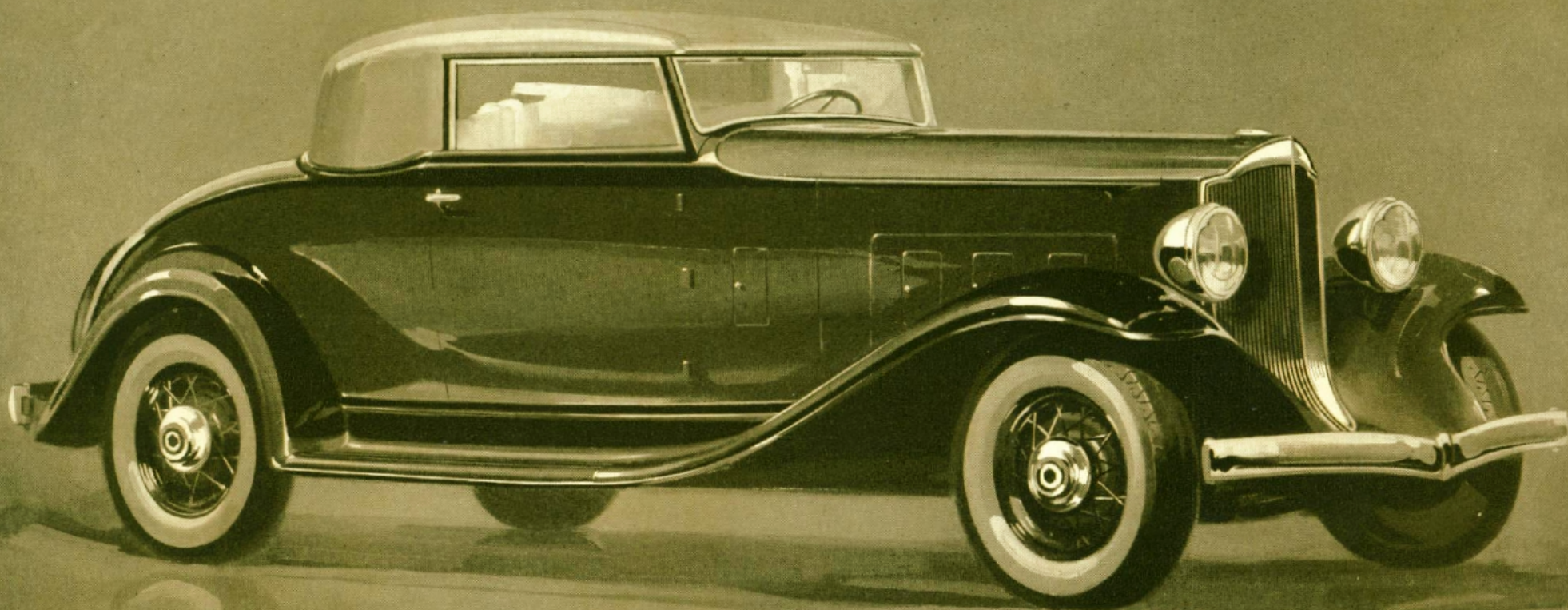
The COUPE-SEDAN for five passengers



GRACE



*Please consult
Specifications
for details of
equipment, etc.*

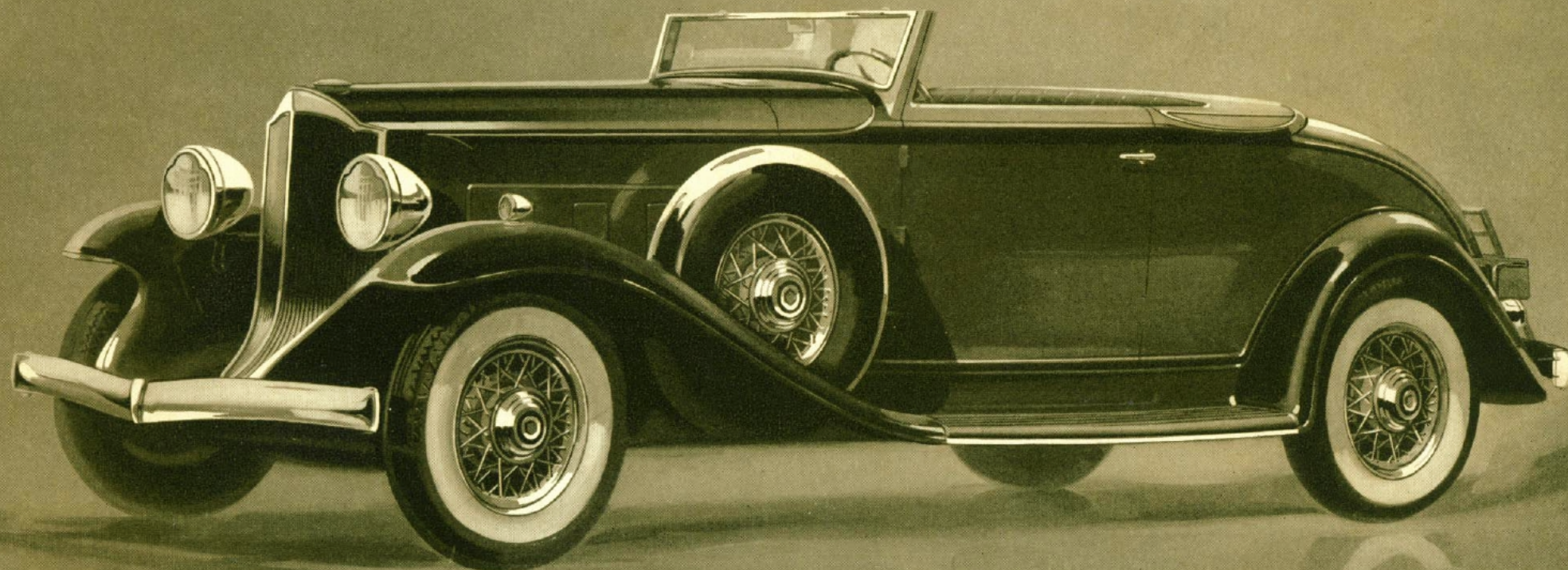


Please consult
Specifications
for details of
equipment, etc.



SPEED

The STATIONARY COUPE for two or four passengers



The COUPE-ROADSTER for two or four passengers



POWER

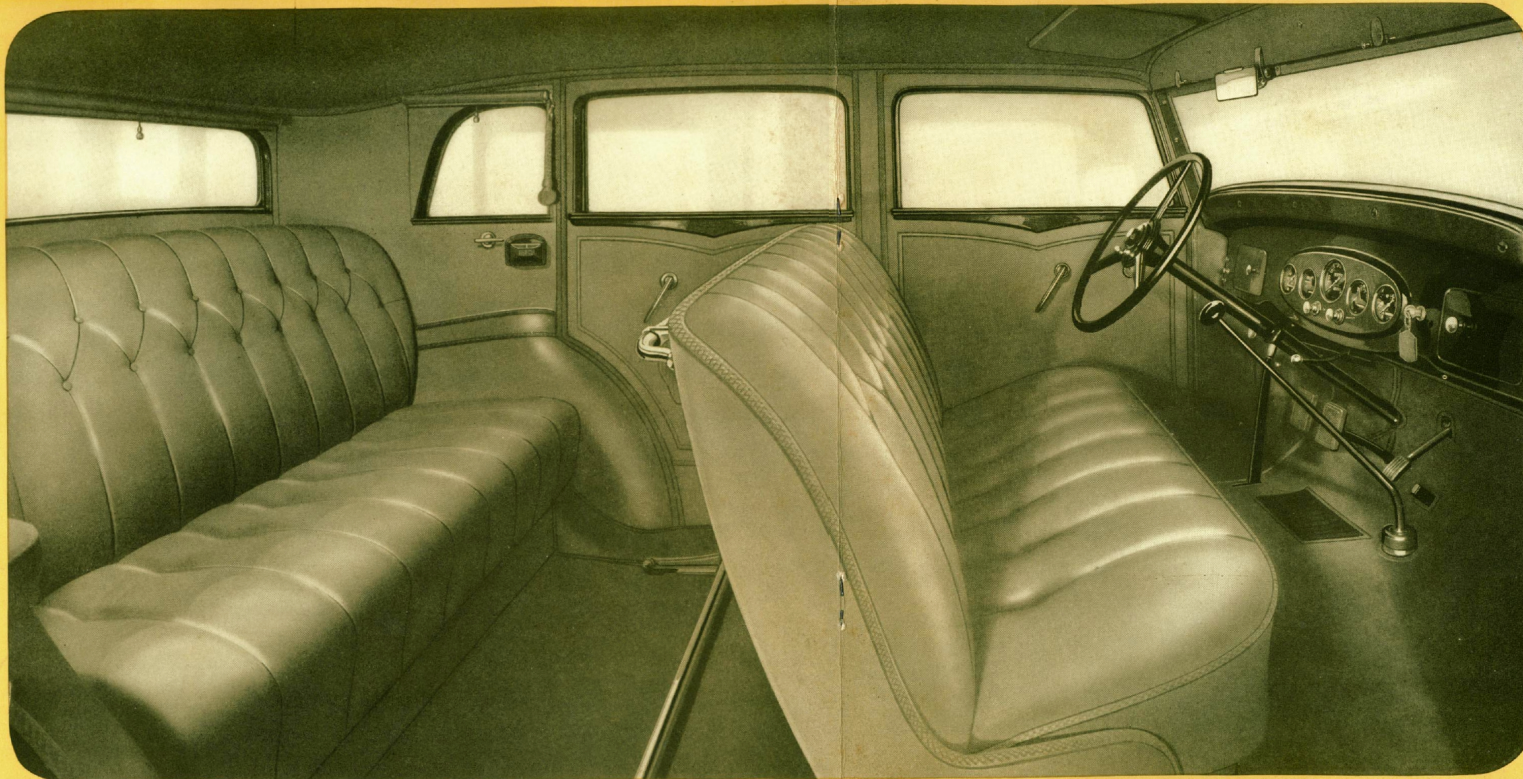


*Please consult
Specifications
for details of
equipment, etc.*

*The
interior of the*
**PACKARD
LIGHT EIGHT**



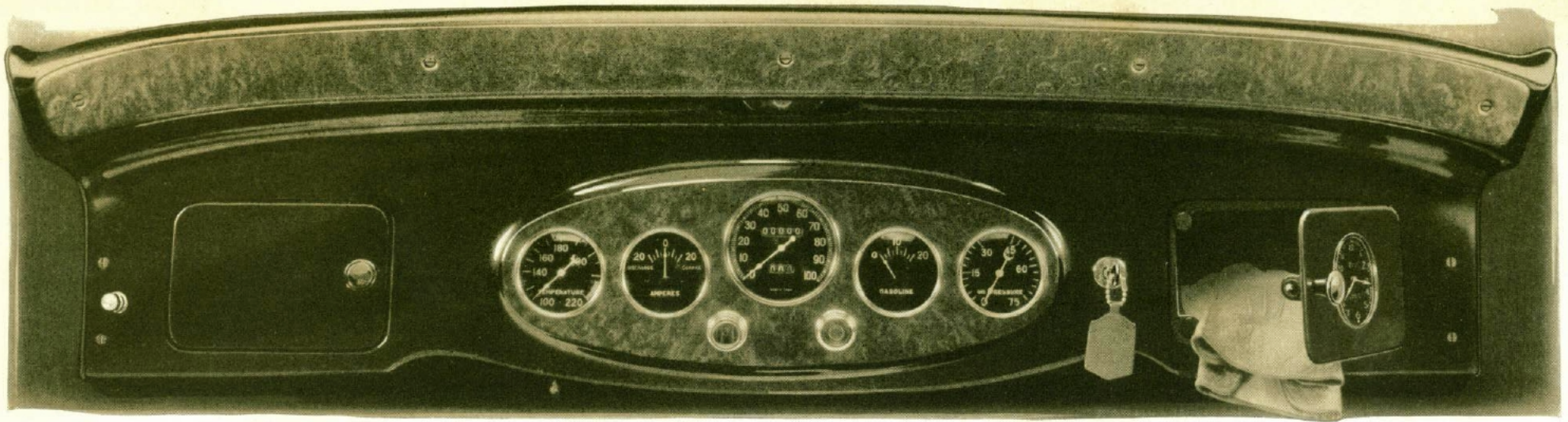
LUXURY



FROM its shatterproof glass in windshield and windows to its rich appointments that invite careful study, the Light Eight interior reflects true Packard comfort, convenience, beauty, and luxury. In addition, the body is insulated in panel, floor, and dash against heat, cold, and noise. It is protected by complete bumper equipment and six-ply tires, at no extra charge.

*Fine crushed leather,
rich cloth lining,
and heavy broad-
cloth are used—
each where best
suited in up-
holstery and
trimming*

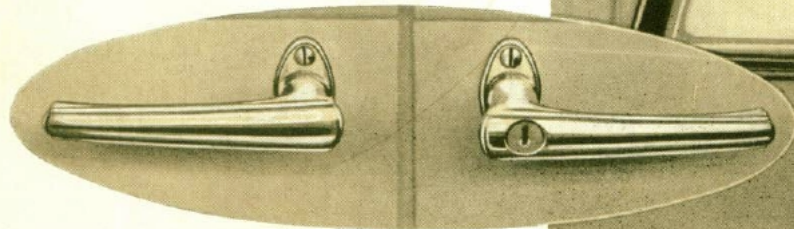




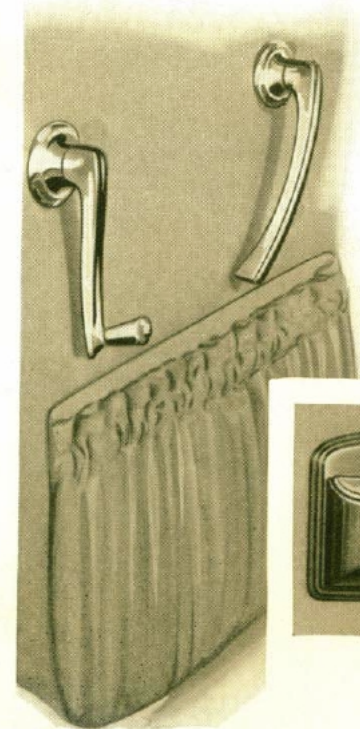
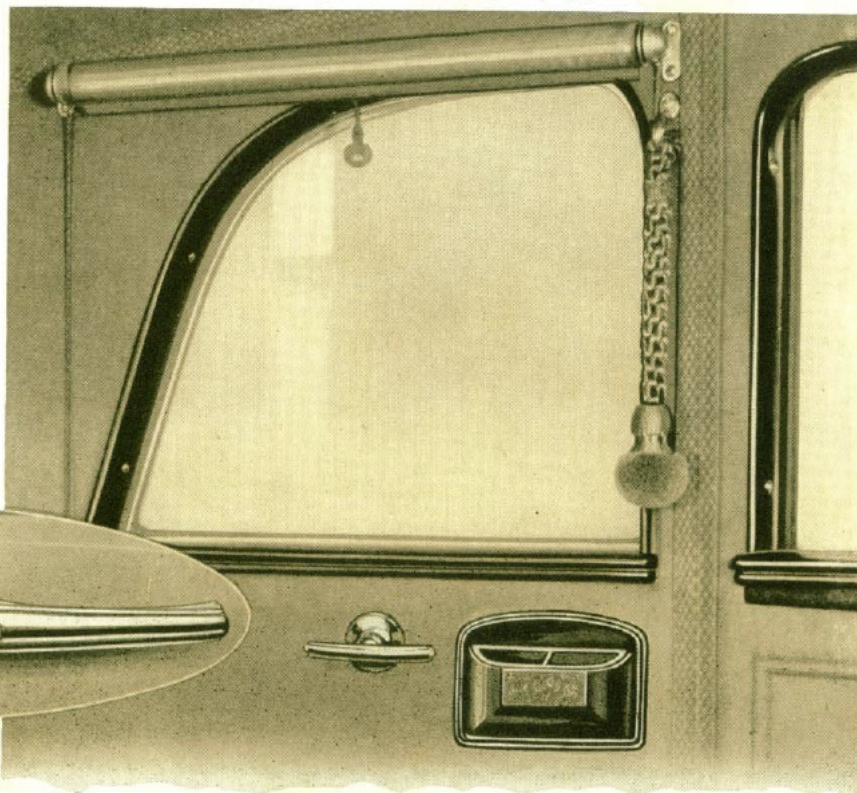
The gracefully beveled new instrument panel with larger dials, the handy glove compartments, and the new location of the clock—an accessory

Grouped for easy use are necessary body appointments

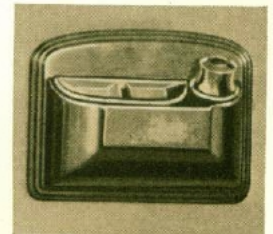
Conveniently placed at the driver's left on the instrument board is the remote control starter button



Door handles of modern design dress the exterior

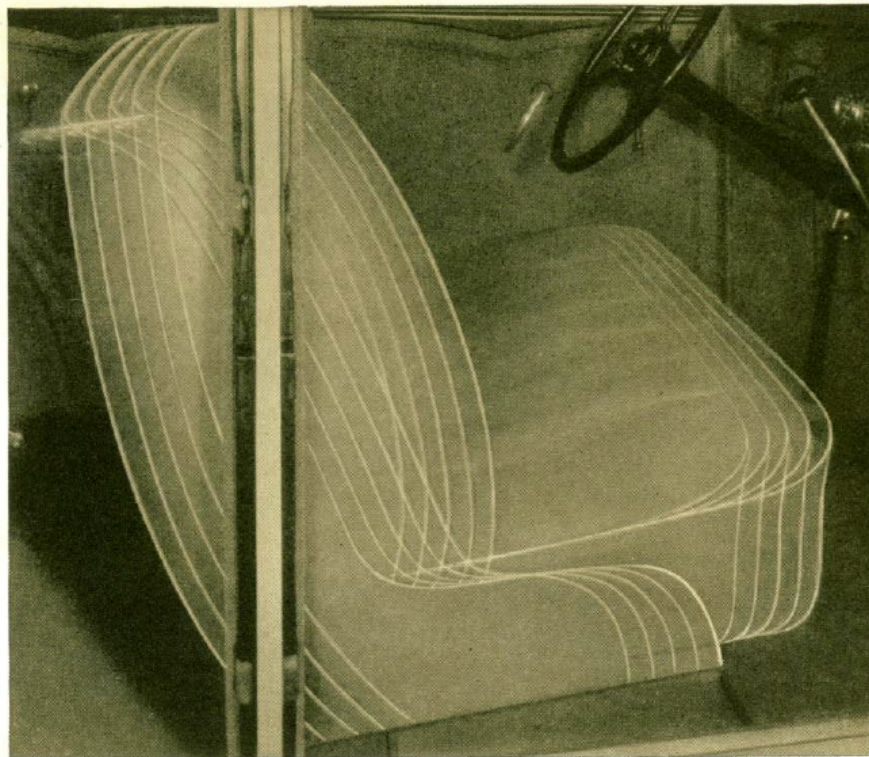
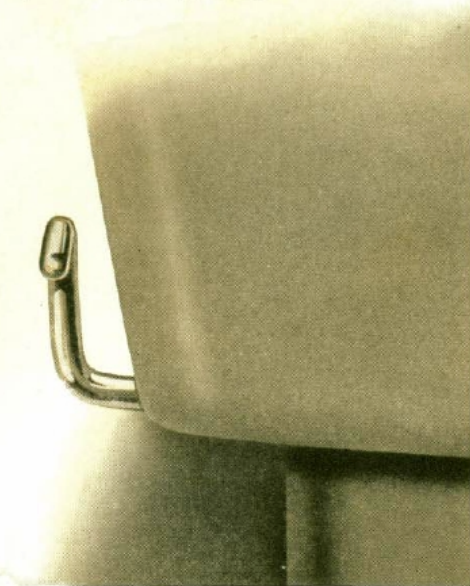


On either side of the rear seat are ash receptacles, one fitted with a cigar lighter

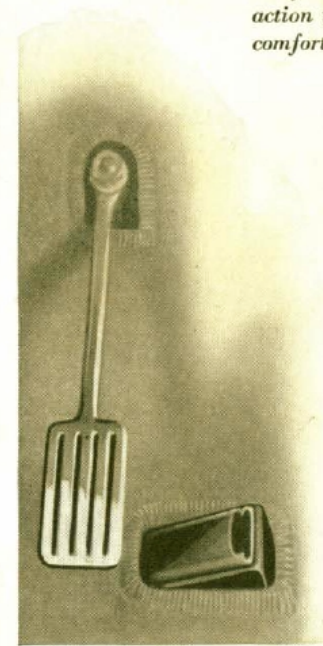


Door pockets fit below the new style regulators

Positioning the front seat for individual comfort is simplified by an easily operated adjusting handle

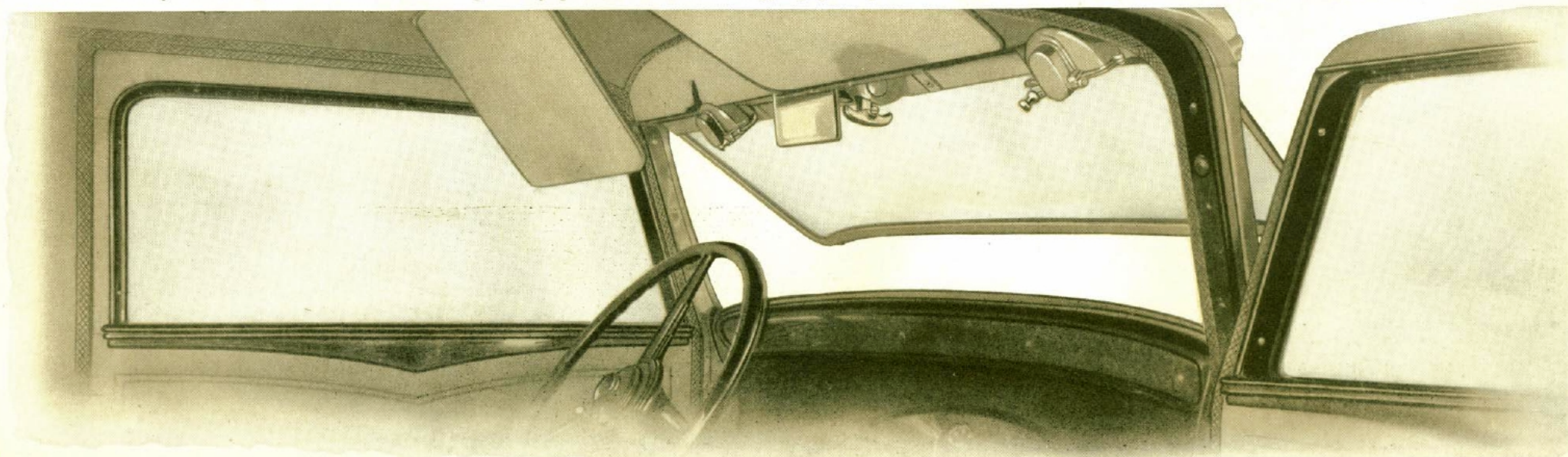


An accelerator pedal of carefully studied easy action is fitted with a comfortable foot rest



The front seat adjusts to five positions

Note the two adjustable sun visors; two cleaners, each independently operated, with the blade snapping up out of vision when not in use; an easily set mono-control windshield; and narrow pillar posts



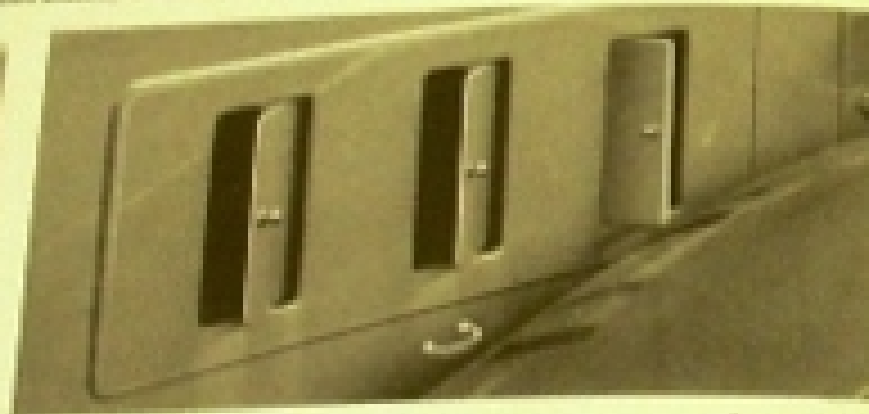


Modern High Flight design streamlines the rear fenders and tail-light, and smooths each the ground for added grace and protection

Extra circulation is furnished by a convenient key-operated window placed at each side



A cool ventilator of ample size is fitted with a screen for comfort and safety



Lower doors add a smooth design note and are carefully fitted to provide the best under-busnet temperature

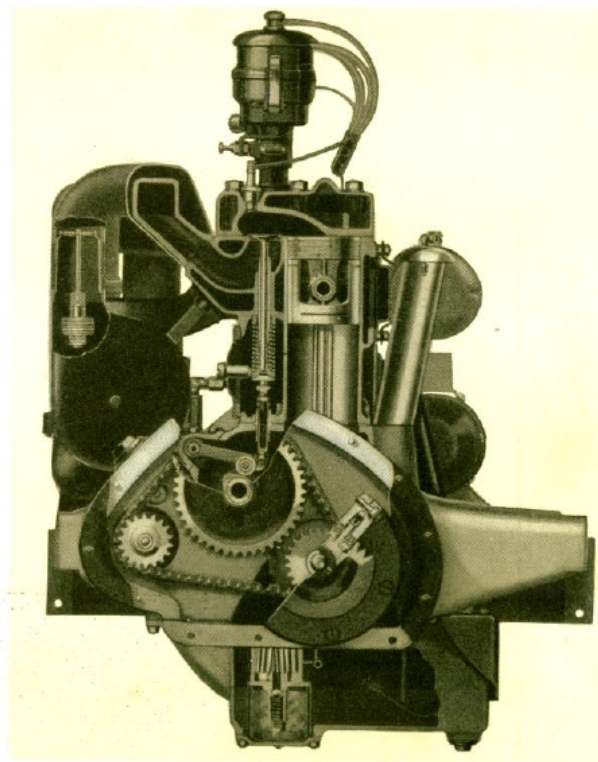


Packard in design, workmanship, and materials!

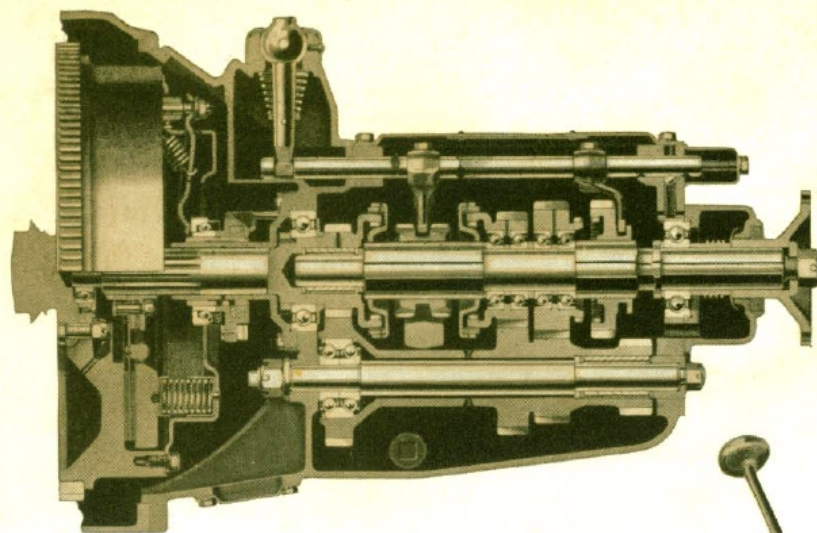
RIGHTFULLY named the Light Eight, this Packard presents new design and material lightnesses which give it an astonishing agility coupled with ample structural strength. Much of the secret of its pleasing low lines—yet with adequate road clearance—is due to a new deep frame of double-drop design unusually strengthened by a middle X member and an ingenious front K member. That proven and popular type of engine, the straight-eight design, is given a new balance of carburetion and manifolding for silent, powerful operation. Smoothness is added by a nine-bearing crankshaft and by floating the power plant fully in rubber. Rubber is also used at important points on the chassis, and floating the spring bolts in rubber has narrowed the number of lubrication points requiring manual attention to a net of only seven more than on previous Packards. The engine has an N.A.C.C. rating of 32.5 horsepower and an actual performance of 110. Such details as the aluminum construction of the entire crank-case contribute to its power record of *only 38 pounds of mass for every horsepower actually developed*. So powerful a motor car naturally needs brakes that are quick and sure, and the perfected hook-up of Packard mechanical four-wheel brakes meets these requirements with their ample and easily applied braking area of 212 square inches. As light in shift

and operation as the name of the car implies is the Packard Silent Synchro-mesh Three-speed Transmission. It embodies spiral gears and synchronizers to make *each* forward shift a quiet, easy one. Long the pioneer in the development and perfection of the hypoid gear, Packard now makes another advance in an ingeniously tilted rear axle with an offset differential which gives to this gearing even longer and stronger teeth for added silence in operation, besides allowing for a lower body mounting with no sacrifice in head room. Ride Control,

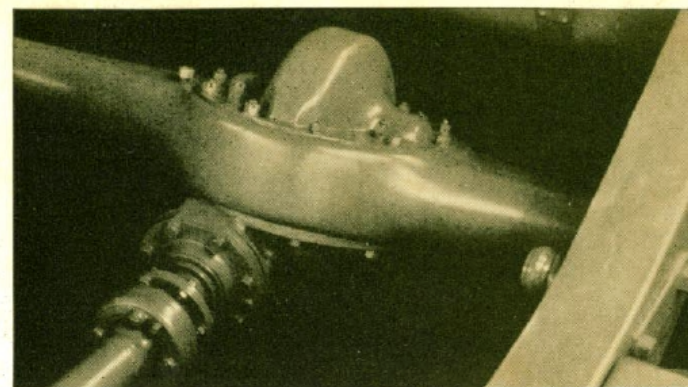
originally introduced by Packard, permits the hydraulic shock absorbers to be dash-set for varying conditions of road, load, or temperature. Riding comfort is augmented by metal-covered, grease-packed springs of 96 inches total length on each side of a 127¾-inch wheel base car. The left front spring is fitted with the famous trunnion bracket which adds non-shimmy and non-whip safety to the delightful ease of Packard steering. Being the product of Packard's own body shops, all coach work is Packard in light and graceful design and Packard in quality and features which join real riding comfort and convenience to rich beauty and luxury. But words can only hint at the story this new car tells. Won't you let it speak for itself on city street, highway, or country cross road, wherever your ownership of the car would take you?



This sectional view shows the carburetor air temperature regulator, silent front-end chain, and other interesting mechanical details

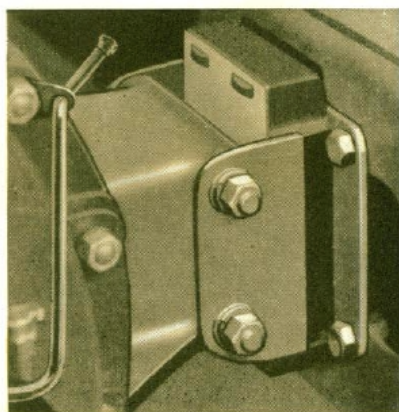


The Packard Silent Synchro-mesh Transmission uses spiral gears and synchronizers to give each of its three forward speeds a quiet operation and shift

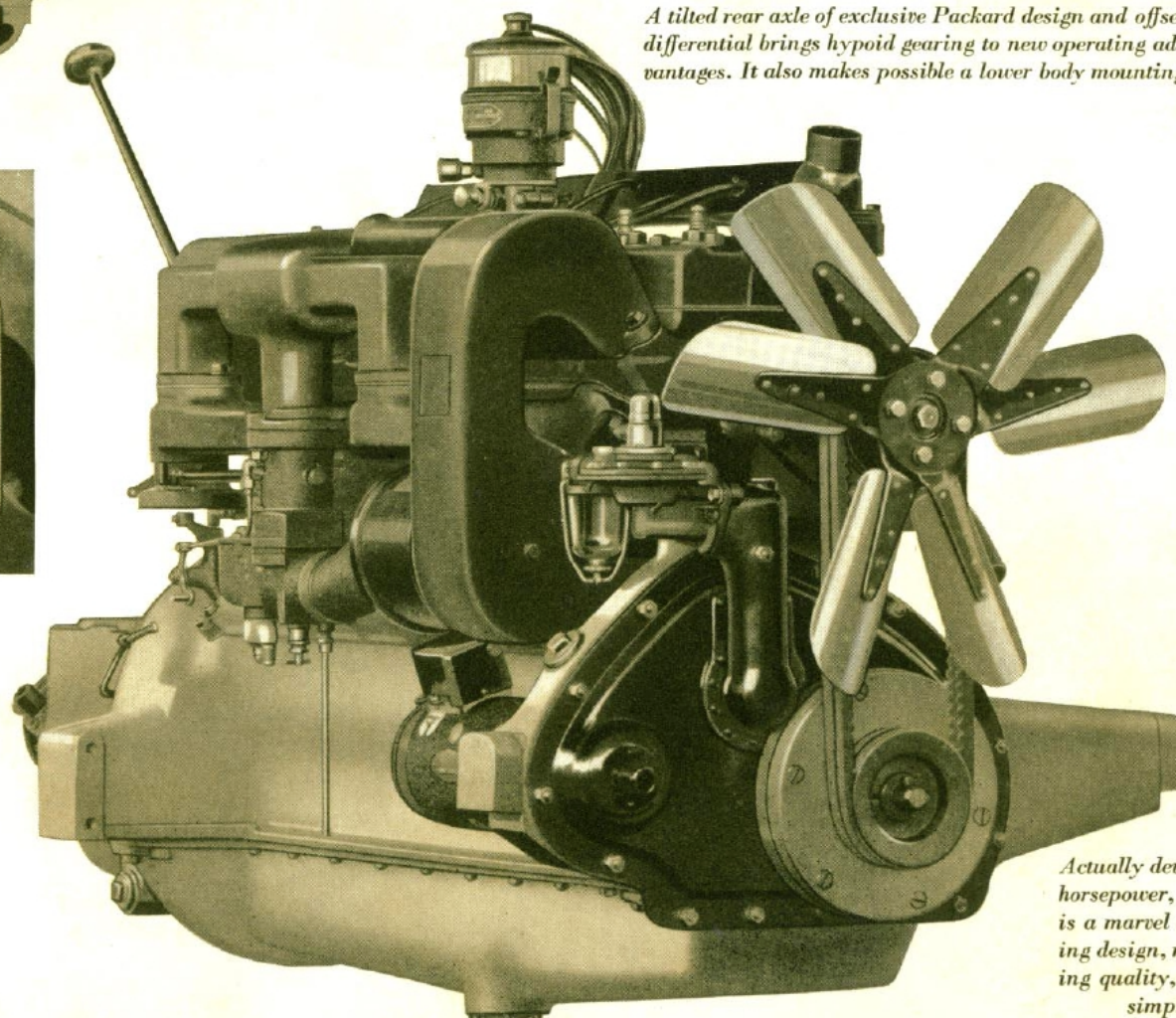
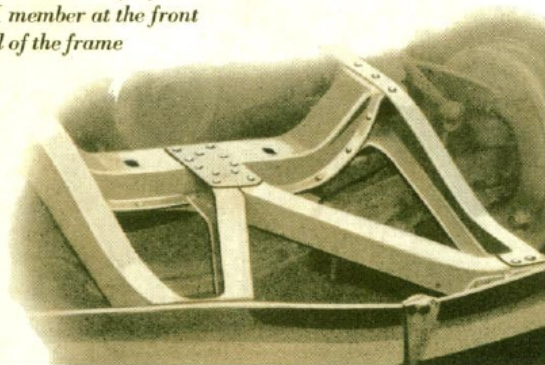


A tilted rear axle of exclusive Packard design and offset differential brings hypoid gearing to new operating advantages. It also makes possible a lower body mounting

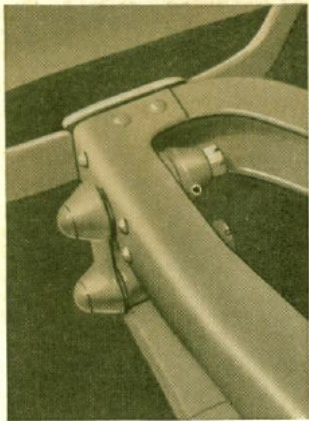
Each short, sturdy motor arm is mounted in rubber to float the power plant for smoothness and silence of operation



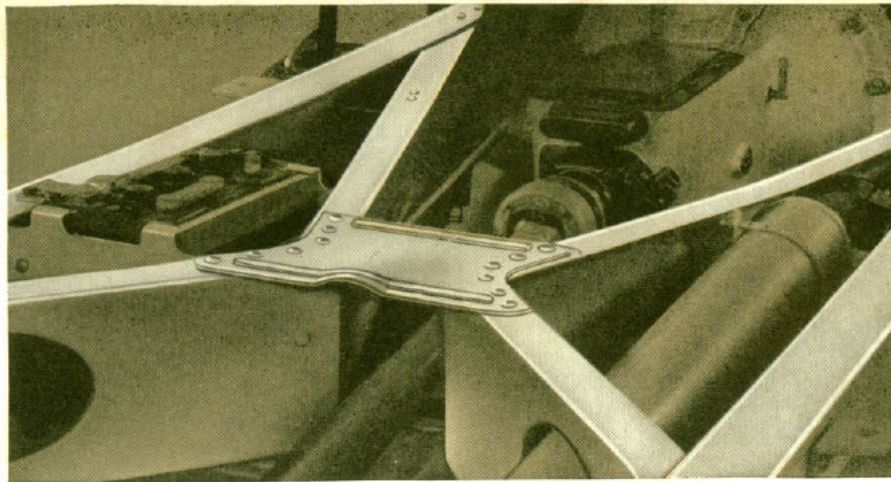
Extra rigidity is given to engine and radiator mounting by an unusual K member at the front end of the frame



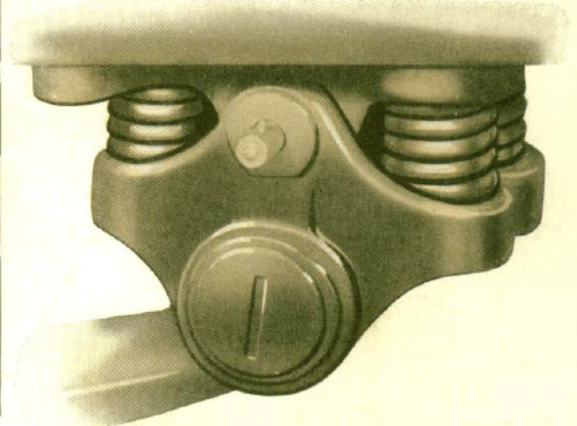
Actually developing 110 horsepower, the engine is a marvel of engineering design, manufacturing quality, and service simplicity



Floating the spring bolts in rubber narrows the need for manual lubrication attention to only a few points



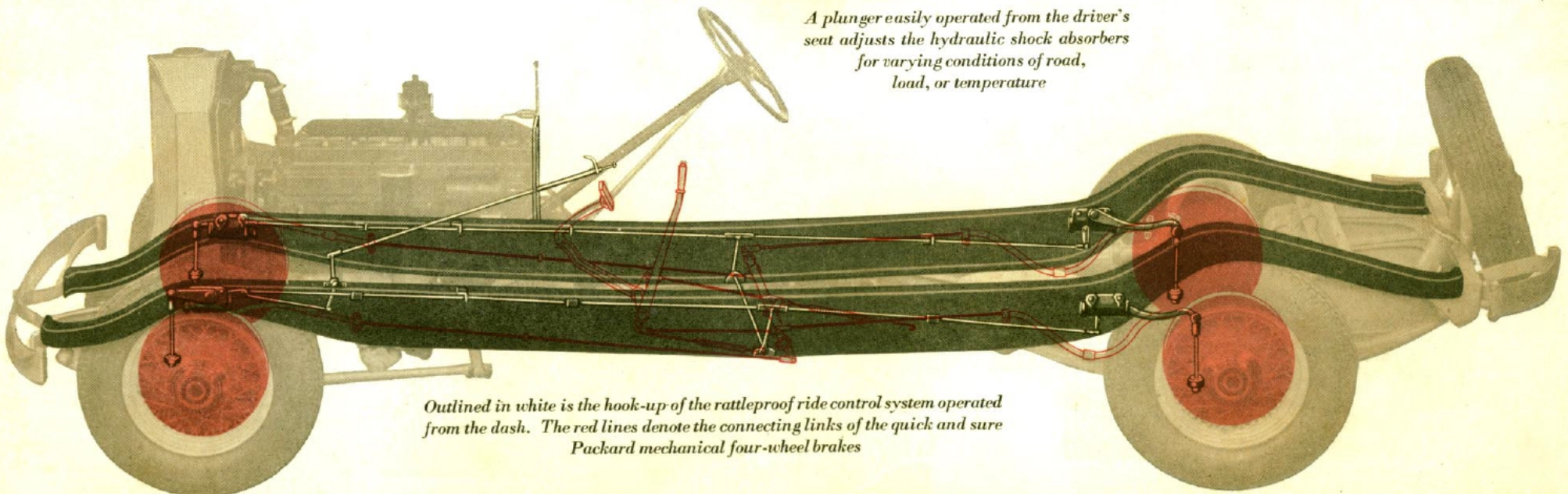
Reinforcing the new double-drop frame is a sturdy X member



The famous Packard trunion block adds ease to Packard steering by eliminating all road whip and shimmy



A plunger easily operated from the driver's seat adjusts the hydraulic shock absorbers for varying conditions of road, load, or temperature



Outlined in white is the hook-up of the rattleproof ride control system operated from the dash. The red lines denote the connecting links of the quick and sure Packard mechanical four-wheel brakes

SPECIFICATIONS OF THE PACKARD LIGHT EIGHT

POWER PLANT

Motor—Unit power plant; eight cylinders cast in one block.

Four point suspension; mounted in rubber. Bore, $3\frac{1}{4}$ inches; stroke, 5 inches. Horsepower, N.A.C.C. rating, 32.5; motor actually develops 110 horsepower.

Cylinders—L-head; made from special iron and steel alloy.

Pistons—Cast from special aluminum alloy with Invar struts. Fitted with grooved type, quick-seating compression and oil rings.

Connecting Rods—Drop-forged from special steel. Modified I-beam rifle bored lengthwise to provide oil passage from crankshaft to piston pin bearing.

Valves—*Intake*, chrome nickel steel; *exhaust*, chrome silicon steel. Packard design double valve springs. Valves easily accessible for adjustments.

Crankshaft—Nine steel-backed main bearings; drop-forged, heat treated, machined all over, and balanced at rest and at speed. Drilled passages provide for oil distribution and counterbalances result in smooth operation and relief from excessive bearing pressures.

Clutch—Improved single dry plate spring-cushioned drive not affected by climatic variations. Ball bearing oil-lubricated throwout collar.

Transmission—Silent selective type; three quiet speeds forward. Helical type gears on all forward speeds. Synchronizers on second and high speeds. Main shaft supported on ball bearings, countershaft on ball in front and roller at rear end.

FUEL SYSTEM

Supply—Twenty-gallon tank mounted at rear of frame between cross members. Fuel is drawn from tank by mechanical fuel pump located on motor front gear cover and thence to carburetor. Electric capacity gauge on instrument board. Fuel is filtered through a fine mesh screen before entering pump.

Carburetor—Designed for maximum efficiency under varied operating conditions. Thermostatic air temperature control with air cleaner and silencer standard equipment.

COOLING SYSTEM

Radiator—Vee-shaped casing with chromium-plated head to accentuate the streamline effect. Tubular core for greater cooling efficiency. Thermostat located in cylinder head to control water temperature. Capacity of cooling system, $4\frac{3}{4}$ gallons; forced circulation by centrifugal pump located in forward end of cylinder block. Only two hose connections required.

Fan—Six-bladed fan supported in ball bearings driven by double Vee belts from the crankshaft.

LUBRICATION

Motor—Pressure feed by a gear type oil pump located in the oil supply in the lower half of crankcase. Oil is automatically filtered and the circulation controlled as required at different motor speeds. Ventilated crankcase. Improved oil control piston rings.

Chassis—Oilless shackles. Individual pressure grease fittings or oilers at other points where lubrication is required.

ELECTRICAL SYSTEM

Ignition—Packard-North East distributor mounted in an accessible position on cylinder head. Coil with theftproof switch lock attached to instrument board. Protected from excess heat and water.

Starting Motor—Packard-Dyneto; mounted at left rear of motor, automatically engages with hardened steel ring gear on flywheel by means of a Bendix shift. All parts enclosed and automatic in operation.

Battery—Six-volt, 152 ampere hour. High level located underneath driver's seat. Accessible for routine attention by removing metal plate in seat pan.

Warning Signal—Attached to the left side of the motor under the hood. Electrically operated by push button in center of steering wheel.

Lighting Equipment—Single wire type; fully protected by two twenty-ampere fuses. Includes two nonglare main headlights of 32 candle power with tilting beam feature; parking lights; combination tail-and-signal light. The signal light automatically operated by the brake pedal. Instrument board light, reading light, and dome light operated independently and by the opening and closing of the doors.

OPERATING CONTROLS

Gear Shifter Lever—At right of driver; housing, well forward, giving ample foot room.

Brake Lever—At left of driver; well forward, permitting free use of left front door.

Service Brakes—Mechanically operated; controlled by foot pedal; internal-expanding; simplified. Two-shoe design on all four wheels.

Hand Brake—Internal-expanding on all wheels.

Steering Gear—Worm-and-sector type. Worm mounted in Timken bearings; sector and thrust taken on ball thrust bearings. Steering wheel, $18\frac{1}{2}$ inches diameter, black rubber over a steel frame. Packard anti-shimmy device attached to left front spring.

Accelerator—At right of brake pedal. Hand throttle and light switch levers built into central portion of steering wheel.

Instrument Board—Oil pressure gauge, motor thermometer, ammeter, and fuel supply gauge are grouped around the speedometer in the center of the panel and are illuminated for night driving. The ignition switch is integral with the coil at the right side and fitted with lock and key. Cigar lighter at right center of panel below speedometer. Reading lamp underneath cowl rail. Package compartment at each end.

MISCELLANEOUS

Smoking Conveniences—Cigar lighters and ash receivers on both sides of rear compartments in Sedans. Cigar lighter in instrument board of all models.

Windshield—Nonshatterable glass in all windshields. Mono-control located at upper center.

Frame—Depth, 8 inches; extremely rigid design, incorporating center X member and reinforced K member at the front.

Springs—Semi-elliptical. Front, 40 inches by $2\frac{1}{4}$ inches; rear, 56 inches by $2\frac{1}{4}$ inches. Front springs underslung and shackled at the front end. Metal spring covers.

Wheels—Disc steel type; demountable at hub and interchangeable front and rear. Wire and wood wheels optional at extra cost.

Wheel Carrier. One extra wheel and carrier with self-contained lock standard equipment. Side wheel carriers furnished at extra cost.

Shock Absorbers—Hydraulic front and rear with Packard Ride Control in front compartment.

Tires—6.50 x 17—6-ply low pressure nonskid cord, front and rear.

Speedometer—Pointer type; mounted in center of instrument board, driven by flexible shaft connected to spiral driving gears in the transmission assembly.

Window Glass—Nonshatterable in all windows.

Fenders—Deep crown; new design with radiator splashers integral. Made from heavy gauge sheet steel.

Wheel Base—127 $\frac{3}{4}$ inches.

Turning Radius—21 feet, 6 inches.

Tools—Tool roll with necessary tools, jack, and wheel changing equipment carried under front seat.

Painting—Those who buy the Packard Light Eight may express their own preferences in selecting from an ample range of colors.

ASK THE MAN WHO OWNS ONE

The right is reserved to change specifications or prices without incurring any responsibility with regard to cars previously sold

PACKARD MOTOR CAR COMPANY • DETROIT, MICHIGAN